

EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	0	meta with file same database and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and logic and present\$6 with (ad or advertisement) with reaction	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:10
L6	168	(differential or different or variant or veriaty or many or diverse or continous\$4) with snapshot same volume	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 11:03
L7	4	(differential or different or variant or veriaty or many or diverse or continous\$4) with snapshot same volume and defragmentation	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 11:26
L8	1	(differential or different or variant or veriaty or many or diverse or continous\$4) with snapshot same volume and defragment\$4	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 12:30
L9	3	(differential or different or variant or veriaty or many or diverse or continous\$4) same (instant or snapshot) same volume and defragment\$4	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 13:52
L27	0	meta with file and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and logic and present\$6 with (ad or advertisement) same reaction and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:11
L28	0	meta with file and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and present\$6 with (ad or advertisement) same reaction and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:11

EAST Search History

L29	1	meta with file and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and (ad or advertisement) same reaction and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:12
L30	6	meta with file and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and (ad or advertisement) same (reaction or behavior\$4) and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:15
L31	5	meta with file and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and (ad or advertisement) same (reaction or behavior\$4) and database and (alternativ\$4 or recommend\$6 or suggest\$4)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:31
L32	5	meta with file and profile and rule and (creat\$4 or build\$4 or generat\$5) same (server or database or table or repository or knowledge) and (ad or advertisement) same (reaction or behavior\$4 or interation) and database and (alternativ\$4 or recommend\$6 or suggest\$4)	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:38
L33	0	aptitude with treatment with interaction with rules and database and stimuli	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:39
L34	0	aptitude with treatment with interaction with rules and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:40
L35	2	aptitude with treatment with interaction and rules and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:53

EAST Search History

L36	2	aptitude with treatment and rules and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 14:56
L37	2	aptitude with treatment and rule and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:13
L38	18	adaptive and reaction and (advertisement or ad or stimuli) with profile and rule and database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:14
L39	130	interaction with rules and database and profile and reaction and (creat\$4 or generat\$4) same database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:41
L40	97	interaction with rules and database and profile and reaction and (creat\$4 or generat\$4) with database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:41
L41	97	interaction with rule and database and profile and reaction and (creat\$4 or generat\$4) with database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:42
L42	1952	rule and database and profile and reaction and (creat\$4 or generat\$4) with database	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:42
L43	135	rule and database and profile and reaction and (creat\$4 or generat\$4) with database and meta and parameter	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:43

EAST Search History

L44	18	rule and database and profile and reaction same user and (creat\$4 or generat\$4) with database and meta and parameter	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/06/19 15:43
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File 348:EUROPEAN PATENTS 1978-2006/ 200624

(c) 2006 European Patent Office

File 349:PCT FULLTEXT 1979-2006/UB=20060615,UT=20060608

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Set	Items	Description
S1	221087	DATABASE? ? OR DATABANK? ? OR DATASTORE? ? OR DATA() (BASE? ? OR BANK? ? OR STORE? ? OR WAREHOUSE? ?)
S2	569255	CONTENT? ? OR STIMULI OR STIMULUS
S3	33597	ADVERTISEMENT? ? OR ADVERTIS??? OR ADVERTIZ??? OR ADVERTIZ- EMENT? ? OR BANNER? ?
S4	17467	RULESBASE OR RULEBASE OR RULE? ?(3N) (BASE? ? OR BANK? ? OR ENGINE? ?) OR S1(3N)RULES
S5	51144	(USER? ? OR INDIVIDUAL? ? OR PERSON? ?) (3N) (REACTION? ? OR REACT?? OR REACTING OR RESPONSE? ? OR RESPOND? ? OR RESPONDIN- G)
S6	50151	HEARTRATE? ? OR HEARTBEAT? ? OR HEART() (RATE? ? OR BEAT? ?) OR SWEAT??? OR PERSPIR??? OR PERSPIRATION OR BLOOD()PRESSURE OR EYE? ?(3N) (MOVE? ? OR MOVING OR MOVEMENT? ? OR TRACK?? OR - TRACKING)
S7	32414	(USER? ? OR INDIVIDUAL? ? OR PERSON? ?) (3N) (PROFILE? ? OR - PROFILING OR PREFERENCE? ? OR INTEREST? ?)
S8	8840	S1(3N)S2:S3
S9	27	S4(5N)S5:S6
S10	21	S9 NOT AD=20010820:20030820/PR
S11	20	S10 NOT AD=20030820:20060621/PR
S12	13	S11 AND IC=G06F
S13	295	S8(100N)S5:S6
S14	60	S13(100N)S7
S15	59	S14 NOT S12
S16	46	S15 NOT AD=20010820:20030820/PR
S17	39	S16 NOT AD=20030820:20060621/PR
S18	30	S17 AND IC=G06F

12/3,K/8 (Item 4 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00889222 **Image available**

**SYSTEM AND METHOD FOR PERFORMING DYNAMIC WEB MARKETING AND ADVERTISING
SYSTEME ET PROCEDE POUR REALISER UNE ETUDE DE MARCHE DYNAMIQUE ET FAIRE DE
LA PUBLICITE DYNAMIQUE SUR LE WEB**

Patent Applicant/Assignee:

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Inventor(s):

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200223365 A1 20020321 (WO 0223365)

Application: WO 2001IB1655 20010912 (PCT/WO IB0101655)

Priority Application: US 2000660496 20000912

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 3693

Main International Patent Class (v7): G06F-015/173

Fulltext Availability:

Claims

Claim

... to the plurality of users; program code means for automatically
selecting target rules from the **rules** stored
in the **data store** , based on the received **user response** data;
program code means for automatically applying the target rules to the
content presented to...

18/3,K/9 (Item 9 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
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01046939

Network-access management system and method

System und Verfahren zur Netzzugriffsverwaltung

Systeme et procede pour la gestion de l'accès a un reseau

PATENT ASSIGNEE:

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INVENTOR:

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LEGAL REPRESENTATIVE:

Grunecker, Kinkeldey, Stockmair & Schwanhauser Anwaltssozietat
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PATENT (CC, No, Kind, Date): EP 926591 A2 990630 (Basic)
EP 926591 A3 990728
EP 926591 B1 050824

APPLICATION (CC, No, Date): EP 98124520 981222;

PRIORITY (CC, No, Date): JP 97361538 971226; JP 97361539 971226; JP 9867531
980318

DESIGNATED STATES: DE; FR; GB; NL

INTERNATIONAL PATENT CLASS (V7): G06F-009/44 ; G06F-017/30

ABSTRACT WORD COUNT: 23917

NOTE:

Figure number on first page: 2

LANGUAGE (Publication,Procedural,Application): English; English; English

FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	199926	1397
CLAIMS B	(English)	200534	1344
CLAIMS B	(German)	200534	1184
CLAIMS B	(French)	200534	1531
SPEC A	(English)	199926	21476
SPEC B	(English)	200534	21373
Total word count - document A			22876
Total word count - document B			25432
Total word count - documents A + B			48308

INTERNATIONAL PATENT CLASS (V7): G06F-009/44 ...

... G06F-017/30

...SPECIFICATION what genre the pages belong, which results in troublesome
selecting operations having to be performed **by the users** to select
the bookmark for the desired page among a number of bookmarks.
The address...

...of the conventional WWW browsers and VRML viewer.

WO-A-97/41673 describes the determination **of a user profile**
relating to the use of information from the Internet. For this purpose,
the history of...

...the Internet addresses together with the time and date. Further, the
number of times an **advertisement** is **viewed** by a user is recorded.
After a **user profile** has been generated based on a plurality of
recorded **user** activities, a Home **Page** which is **customised** to the

user's accesses is generated and displayed to the user instead of the...

...WO-A-97/15889. A server stores the database and performs a database search in **response** to a **user**'s query. Based on the best hits from the database search, a "virtual reality scene...

18/3,K/10 (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00903251 **Image available**

SYSTEM AND METHOD FOR PERFORMING CONTENT EXPERIENCE MANAGEMENT
SYSTEME ET PROCEDE PERMETTANT D'EFFECTUER LA GESTION D'EXPERIMENTATION DE
CONTENUS

Patent Applicant/Assignee:

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Inventor(s):

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200237334 A1 20020510 (WO 0237334)
Application: WO 2001US42842 20011030 (PCT/WO US0142842)
Priority Application: US 2000243862 20001030

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 20189

Main International Patent Class (v7): **G06F-017/30**

International Patent Class (v7): **G06F-017/60 ...**

... G06F-015/16

Fulltext Availability:

Claims

Claim

... client via said media communication protocol for providing content
information to said at least one **user** in **response** to a query from
said at least one client;
a **content** files **database** coupled to said **content** server;
a **user** **profile** **database** ;
a **content** rules **database** ;
a client profile database;
a recommendation engine for selecting content information based on dated
stored in said **user** **profile** , content rules and client profile
databases.

16 The system according to claim 15 implemented in...

18/3,K/11 (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00903164 **Image available**

**SYSTEM AND METHOD FOR NETWORK-BASED PERSONALIZED EDUCATIONAL ENVIRONMENT
SYSTEME ET PROCEDE DESTINES A UN ENVIRONNEMENT EDUCATIF FONDE SUR LE RESEAU
ET PERSONNALISE**

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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ELLSWORTH Amelia, 700 Huron Ave., Apt. 7C, Cambridge, US, (Designated
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MORANO Elisabeth P (et al) (agent), Bromberg & Sunstein LLP, 125 Summer
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200237228 A2-A3 20020510 (WO 0237228)

Application: WO 2001US47999 20011030 (PCT/WO US0147999)

Priority Application: US 2000244267 20001030

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK SL
TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13681

Main International Patent Class (v7): **G06F-017/00**

Fulltext Availability:

Detailed Description

Detailed Description

... user.

Fourth, this embodiment is designed to blend the information in a
thesaurus with personal **profile** information about each **user** and
search databases for key words and terms to identify emerging trends the
user should...

...of to stay on top of his field.

This information will be marked in each **user profile**, and new content
links will be added to the site. During the user's next...

...address future situations in the user's work environment before those
situations even arise. The **user's reaction** to this new information
(click, drill down, ignore, or delete) will further refine the **user
profile** in the database and in this way the predictive value of the

system grows with...

...includes two database structures, one relational and one object-oriented, allowing for an index of **content** in the relational **database** to be present in the object-oriented structure. The index allows for 20 faster and...

18/3,K/14 (Item 5 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00889176 **Image available**

SYSTEM AND METHOD FOR PERFORMING WEB BASED IN-VIEW MONITORING
SYSTEME ET PROCEDE DE SURVEILLANCE PAR VISUALISATION BASEE SUR LE WEB

Patent Applicant/Assignee:

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Inventor(s):

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TURNER Jonathan, 6905 Miami Avenue, Richmond, VA 23226, US,

Legal Representative:

GARRETT Arthur S (et al) (agent), Finnegan, Henderson, Farabow, Garrett &
Dunner, L.L.P., 1300 I Street N.W., Washington, DC 20005-3315, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200223304 A2-A3 20020321 (WO 0223304)

Application: WO 2001IB1654 20010912 (PCT/WO IB0101654)

Priority Application: US 2000660495 20000912

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PH PL PT RO RU SD SE SG SI SK
SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 17968

Main International Patent Class (v7): G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... content rules based on results from the analytical program 1 1 5. The
need for **individual user profiling** may be replaced with **user**
group profiling. This process is associated with the analytical program
1 15 analyzing **user response** data and modifying the content and
content rules stored in **data store** 130. As described above,
middleware program 112 applies the content rules to the content and...

18/3,K/16 (Item 7 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00838895

SYSTEM FOR PROVIDING INFORMATION TO AN INTERESTED VIEWER, AND METHOD OF USE THEREOF

SYSTEME DESTINE A FOURNIR DES INFORMATIONS A UN UTILISATEUR INTERESSE ET SON PROCEDE D'UTILISATION

Patent Applicant/Assignee:

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FITTERMAN Michael J, 47 Myrick Lane, Harvard, MA 01451, US,

Legal Representative:

MILSTEIN Joseph B (agent), Testa, Hurwitz & Thibeault, LLP, High Street
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Patent and Priority Information (Country, Number, Date):

Patent: WO 200171564 A2-A3 20010927 (WO 0171564)
Application: WO 2001US8361 20010315 (PCT/WO US01008361)
Priority Application: US 2000532134 20000321

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ
TM TR TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 16013

Main International Patent Class (v7): G06F-017/30

Fulltext Availability:

Detailed Description

Detailed Description

... associate a second indicator with a second enterprise. The second indicator is presented to the **user** in **response** to the **user** signaling **interest** in the second enterprise. As in the case of the first indicator, the second indicator is configurable by the user, and is presented in a second embodiment to the **user** in **response** to the document being viewed containing a pattern having a predefined relationship with the information...

...of the invention compares at least a portion of the document being viewed with the **contents** of an enterprise **database** to determine if a predefined 3 0 relationship exists between the contents of the document being viewed and the **contents** of the enterprise **database**. hi one embodiment, the document being viewed is compared to a pattern, contained in the...

...specifies a -link associated with the indicator, and specifies material to be displayed to the **user** in **response** to an activation of the link.

According to a Ruther feature, the system of the...indicators, depending on the goods and/or services that the user finds to be of **interest** .

The **user** can view a Web page that is hosted on a computer that is in communication...

...an indicator configured by the user. The server computer 102 determines matches by comparing the **contents** of an enterprise **databases** 116a-116d with the contents of the page being viewed.

As indicated at 420...

...whether to select an indicator, such as indicator 204a. As shown in block 435, in **response** to the **user** selecting an indicator 204a, the client software 112a displays for the user a pop-up...

18/3,K/21 (Item 12 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00777973 **Image available**

**A METHOD TO PROVIDE ADVERTISING MESSAGES TO WIRELESS COMMUNICATIONS DEVICES
PROCEDE PERMETTANT DE FAIRE PASSER DES MESSAGES PUBLICITAIRES SUR DES
DISPOSITIFS DE RADIOCOMMUNICATION**

Patent Applicant/Assignee:

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KLEIN Jeffrey N, 416 Twin Creek Drive, Hurst, TX 76053, US
FORBES Michael S, 231 Hoyt Street, Darien, CT 06820, US

Legal Representative:

HOEL John E, Morgan & Finnegan, L.L.P., 345 Park Avenue, New York, NY
10154-0053, US

Patent and Priority Information (Country, Number, Date):

Patent: WO 200111507 A1 20010215 (WO 0111507)
Application: WO 2000US19569 20000811 (PCT/WO US0019569)
Priority Application: US 99371901 19990811

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM DZ EE ES
FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR
TT TZ UA UG UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 15421

Main International Patent Class (v7): **G06F-017/40**

International Patent Class (v7): **G06F-017/60** ...

Fulltext Availability:

Detailed Description
Claims

Detailed Description

... Enhancement option, then get the advertiser's specified "speed dial"
Advertising Message to enable the **User** to **respond** from the WCD by
calling the "speed dial" number and GOTO step 740.

Example pseudo...

...STEP 740

In step 726: If advertiser record indicates a Demographics option, then
get the **User** 's demographic **profile** from the **User profile**
database and select the **Advertising** Message and GOTO step 740.

Example pseudo code for this step is.

[47] GET ADVERTISER...

...STEP 740

In step 728: If advertiser record indicates a Psychographics option, then get the **User** 's psychographic **profile** from the **User profile** database and select the Advertising Message and GOTO step 740.

Example pseudo code for this...

Claim

... Enhancement option, then get the advertiser's specified "speed dial" advertising message to enable the **user** to respond from the wireless communications device by calling the "speed dial" number.

27 The...

...of claim 5, wherein if the advertiser record indicates a Demographics option, then get the **user** 's demographic **profile** from the **user profile** database and select an **advertising** message.

28 The method of claim 5, wherein if the advertiser record indicates a Psychographics option, then get the **user** 's psychographic **profile** from the **user profile database** and select an **advertising** message.

29 The method of claim 5, wherein if the advertiser record indicates a Frequency...

...to be sent to a user, get the count of advertising messages sent to a **user** from the **user profile** database, determine whether to send another advertising message to the user, and if so, then...

...advertiser record indicates a Physical Location option, then get the user's location from the **user profile** database and select an advertising message depending on the user's location.

49

1 The...

18/3,K/23 (Item 14 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2006 WIPO/Univentio. All rts. reserv.

00739243 **Image available**

A DYNAMIC ADVERTISING APPARATUS AND SYSTEM
SYSTEME ET APPAREIL PUBLICITAIRES DYNAMIQUES

Patent Applicant/Assignee:

TEL NET MEDIA PTY LTD, Level 9, 500 Queen Street, Brisbane, QLD 4000, AU,
AU (Residence), AU (Nationality), (For all designated states except:
US)

Patent Applicant/Inventor:

JONES Alan Bradley, 11 Kulindi Place, Carseldine, QLD 4034, AU, AU
(Residence), AU (Nationality), (Designated only for: US)

TAYLOR David Ross, Unit 4, 62 Howard Street, Rosalie, QLD 4064, AU, AU
(Residence), AU (Nationality), (Designated only for: US)

Legal Representative:

INTELLPRO, Level 7, Reserve Bank Building, 102 Adelaide Street, G.P.O.
Box 1339, Brisbane, QLD 4000, AU

Patent and Priority Information (Country, Number, Date):

Patent: WO 200052608 A1 20000908 (WO 0052608)

Application: WO 2000AU157 20000306 (PCT/WO AU0000157)

Priority Application: AU 999047 19990304; AU 993294 19991006

Designated States:

(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA
UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4211

Main International Patent Class (v7): **G06F-017/60**

International Patent Class (v7): **G06F-017/30**

Fulltext Availability:

Detailed Description

Detailed Description

... the invention is arranged to intercept a request for information from
the at least one **user** terminal and in **response** retrieving and sending
the advertising or other promotional materials to the requesting user
terminal(s)...

...5 locality, user usage pattern and user demographic.

Desirably the invention includes a database of **user profiles** and a
database of **advertising** or other promotional materials for different
user profiles, and is arranged to retrieve the advertising or other
promotional materials substantially matching the **profile** of the
requesting **user** terminal(s).

3 0 The **user profiles** may be obtained in any suitable manner. It is
however preferred that the **user profiles** are classified according to
pervious requests for information and usage patterns. The appl icant's

co-pending patent application filed on even date describes such a **user profile** classification system.

Typically said another source is a relay station for providing communications links between the at least one...

File 347:JAPIO Dec 1976-2005/Dec(Updated 060404)

(c) 2006 JPO & JAPIO

File 350:Derwent WPIX 1963-2006/UD,UM &UP=200639

(c) 2006 The Thomson Corp.

Set	Items	Description
S1	254716	DATABASE? ? OR DATABANK? ? OR DATASTORE? ? OR DATA() (BASE? ? OR BANK? ? OR STORE? ? OR WAREHOUSE? ?)
S2	802504	CONTENT? ? OR STIMULI OR STIMULUS
S3	29826	ADVERTISEMENT? ? OR BANNER? ?
S4	8126	RULESBASE OR RULEBASE OR RULE? ?(3N) (BASE? ? OR BANK? ? OR ENGINE? ?) OR S1(3N)RULES
S5	13120	(USER? ? OR INDIVIDUAL? ? OR PERSON? ?) (3N) (REACTION? ? OR REACT?? OR REACTING OR RESPONSE? ? OR RESPOND? ? OR RESPONDIN- G)
S6	35652	HEARTRATE? ? OR HEARTBEAT? ? OR HEART() (RATE? ? OR BEAT? ?) OR SWEAT??? OR PERSPIR??? OR PERSPIRATION OR BLOOD() PRESSURE OR EYE? ?(3N) (MOVE? ? OR MOVING OR MOVEMENT? ? OR TRACK?? OR - TRACKING)
S7	10490	(USER? ? OR INDIVIDUAL? ? OR PERSON? ?) (3N) (PROFILE? ? OR - PROFILING OR PREFERENCE? ? OR INTEREST? ?)
S8	6047	S1(3N)S2:S3
S9	5	S4(5N)S5:S6
S10	73	S8 AND S5:S6
S11	5	S10 AND S7
S12	68	S10 NOT (S9 OR S11)
S13	41	S12 NOT AD=20010820:20030820/PR
S14	33	S13 NOT AD=20030820:20060621/PR
S15	27	S14 AND IC=G06F
S16	39429	STIMULI OR STIMULUS OR S3
S17	45	S16 AND S5:S6 AND S7
S18	42	S17 NOT (S9 OR S11 OR S15)
S19	34	S18 AND IC=G06F
S20	28	S19 NOT AD=20010820:20030820/PR
S21	24	S20 NOT AD=20030820:20060621/PR

11/5/2 (Item 2 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2006 The Thomson Corp. All rts. reserv.

015179579 **Image available**

WPI Acc No: 2003-240109/200323

XRPX Acc No: N03-191268

Method of experimental media service creation for providing personalized information services for specific users , based on user reaction generated by information rulebases

Patent Assignee: HELSINGIN KAUPPAKORKEAKOULU (HELS-N); LIUKKONEN S (LIUK-I); SAARI T (SAAR-I)

Inventor: LIUKKONEN S; SAARI T

Number of Countries: 102 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200321479	A2	20030313	WO 2002FI677	A	20020819	200323 B
FI 200101675	A	20030221	FI 20011675	A	20010820	200333
EP 1430418	A1	20040623	EP 2002748916	A	20020819	200441
			WO 2002FI677	A	20020819	
AU 2002319340	A1	20030318	AU 2002319340	A	20020819	200452
US 20040168190	A1	20040826	WO 2002FI677	A	20020819	200457
			US 2004781673	A	20040220	
FI 115419	B1	20050429	FI 20011675	A	20010820	200530

Priority Applications (No Type Date): FI 20011675 A 20010820

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200321479	A2	E	35	G06F-017/30	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

FI 200101675	A			G06F-017/30	
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EP 1430418	A1	E		G06F-017/30	Based on patent WO 200321479
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Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR

AU 2002319340	A1			G06F-017/30	Based on patent WO 200321479
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US 20040168190	A1			H04N-007/16	Cont of application WO 2002FI677
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FI 115419	B1			G06F-017/30	Previous Publ. patent FI 200101675
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Abstract (Basic): WO 200321479 A2

NOVELTY - The experimental media service creation method initially creates a rulebase that monitors a test groups reaction to information **stimuli** . Once done, **databases** that contain information about **user profiles** and theoretical parameters. A database is then created from the interactions from the two other databases, that matches the **user profiles** to the **reaction** information provided by the rulebases. The method then creates metadata file based on these results, and provides this for the method user.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is included for an information generation system.

USE - For providing personalized information services for specific **users** , based on **user reaction** .

ADVANTAGE - The method provides a more effective way of targeting information to specific users.

DESCRIPTION OF DRAWING(S) - The figure shown is a block diagram of an information system.

pp; 35 DwgNo 1/5

Title Terms: METHOD; EXPERIMENT; MEDIUM; SERVICE; CREATION; PERSON;
INFORMATION; SERVICE; SPECIFIC; USER; BASED; USER; REACT; GENERATE;
INFORMATION

Derwent Class: T01

International Patent Class (Main): G06F-017/30; H04N-007/16

International Patent Class (Additional): G06F-003/00; G06F-013/00;
H04H-009/00; H04N-005/445; H04N-007/10; H04N-007/25

File Segment: EPI

11/5/3 (Item 3 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2006 The Thomson Corp. All rts. reserv.

015150612 **Image available**

WPI Acc No: 2003-211139/200320

XRPX Acc No: N03-168283

**Creating metadata files for personalising media services by creating
rulebase and three databases for test group reactions, information
content space and reaction space**

Patent Assignee: HELSINGIN KAUPPAKORKEAKOULU (HELS-N); LIUKKONEN S (LIUK-I)
; SAARI T (SAAR-I)

Inventor: LIUKKONEN S; SAARI T

Number of Countries: 102 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200317134	A2	20030227	WO 2002FI678	A	20020819	200320 B
FI 200101674	A	20030221	FI 20011674	A	20010820	200333
EP 1428146	A1	20040616	EP 2002748917	A	20020819	200439
			WO 2002FI678	A	20020819	
AU 2002319341	A1	20030303	AU 2002319341	A	20020819	200452
US 20040162856	A1	20040819	US 2004781640	A	20040220	200455
FI 115420	B1	20050429	FI 20011674	A	20010820	200530

Priority Applications (No Type Date): FI 20011674 A 20010820

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200317134 A2 E 23 G06F-017/30

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TN TR TT TZ UA UG US UZ VC VN
YU ZA ZM ZW

Designated States (Regional): AT BE BG CH CY CZ DE DK EA EE ES FI FR GB
GH GM GR IE IT KE LS LU MC MW MZ NL OA PT SD SE SK SL SZ TR TZ UG ZM ZW

FI 200101674 A G06F-017/30

EP 1428146 A1 E G06F-017/30 Based on patent WO 200317134

Designated States (Regional): AL AT BE BG CH CY CZ DE DK EE ES FI FR GB
GR IE IT LI LT LU LV MC MK NL PT RO SE SI SK TR

AU 2002319341 A1 G06F-017/30 Based on patent WO 200317134

US 20040162856 A1 G06F-017/30

FI 115420 B1 G06F-017/30 Previous Publ. patent FI 200101674

Abstract (Basic): WO 200317134 A2

NOVELTY - Method consists in creating a rulebase including the reaction impulses of a test user group to the information stimuli presented, and creating three **databases** describing the information **content** space, **user profile** space and **reaction** space, all including theoretical alternatives for the respective parameters. The parameters are compared with theoretical values and metadata files are created for the users and content. The rulebase is created by presenting information objects to a statistically significantly larger test user group, collecting data on the test group reactions and storing their reaction impulses by linking all the parameters.

DETAILED DESCRIPTION - There is an INDEPENDENT CLAIM for a media service information system.

USE - Method is for user-specific personalisation of information services used via information networks such as the Internet.

ADVANTAGE - Method enables systematic modelling of **individual user** psychological **reactions** to the information presented to improve user satisfaction with it.

DESCRIPTION OF DRAWING(S) - The figure shows an information system.

pp; 23 DwgNo 2/4

Title Terms: FILE; MEDIUM; SERVICE; THREE; TEST; GROUP; REACT; INFORMATION;
CONTENT; SPACE; REACT; SPACE

Derwent Class: T01

International Patent Class (Main): G06F-017/30

File Segment: EPI

15/5/19 (Item 15 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2006 The Thomson Corp. All rts. reserv.

014394689 **Image available**
WPI Acc No: 2002-215392/200227
XRPX Acc No: N02-164953

User feeling information proposal item accompanying method in computer,
involves using agent's self-confident degree attribute which is
calculated in accord with user's taste, to generate agent's feeling for
proposal item

Patent Assignee: NEC CORP (NIDE)
Inventor: NAGISA I
Number of Countries: 002 Number of Patents: 002
Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 20010023405	A1	20010920	US 2001799022	A	20010306	200227 B
JP 2001249949	A	20010914	JP 200061469	A	20000307	200227

Priority Applications (No Type Date): JP 200061469 A 20000307

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 20010023405	A1		30	G06F-017/60	
JP 2001249949	A		18	G06F-017/30	

Abstract (Basic): US 20010023405 A1

NOVELTY - The agent's feeling for the proposal item presented by a
computer, is generated by using an agent's self-confident degree
attribute which is calculated in accord with the user's taste.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are also included for the
following:

- (a) Feeling generator;
- (b) Item proposing method;
- (c) Computer program for accompanying user feeling information
proposal item;
- (d) Computer readable medium storing agent's feeling data
corresponding to proposal item;
- (e) Method for **reacting** to **user 's response** for proposal
sentence;
- (f) Computer program for item proposing;
- (g) Computer program for **reacting** to **user 's response**

USE - In information retrieval apparatus or information
presentation apparatus to make reaction and information proposal of
computer accompany feelings in conversation between user and computer
regarding proposal **contents** such as music **data** , **stores** , hotels,
schedule data, etc.

ADVANTAGE - The proposal is carried out with fully self-confident
feeling. The reaction sentences with the feelings are used in several
applications for presenting various data.

DESCRIPTION OF DRAWING(S) - The figure shows the block diagram of
feeling generator.

pp; 30 DwgNo 1/17

Title Terms: USER; FEEL; INFORMATION; ITEM; ACCOMPANIED; METHOD; COMPUTER;
AGENT; SELF; DEGREE; ATTRIBUTE; CALCULATE; ACCORD; USER; TASTE; GENERATE;
AGENT; FEEL; ITEM

Derwent Class: T01

International Patent Class (Main): G06F-017/30 ; G06F-017/60

International Patent Class (Additional): G06F-003/00 ; G06T-013/00

File Segment: EPI

21/5/15 (Item 10 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2006 The Thomson Corp. All rts. reserv.

014086116 **Image available**
WPI Acc No: 2001-570330/200164
XRPX Acc No: N01-425062

Advertisement **feedback providing method using network gaming system,**
involves displaying advertisement sponsored when system is being used
and sends user profile to advertiser on user 's response

Patent Assignee: ARCADE PLANET INC (ARCA-N)

Inventor: KELLY B M; KELLY M F; KROECKER J G; LINK J E; PETERMEIER N B

Number of Countries: 084 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200132279	A1	20010510	WO 2000US29673	A	20001027	200164 B
AU 200113492	A	20010514	AU 200113492	A	20001027	200164
TW 541477	A	20030711	TW 2000123182	A	20010120	200406

Priority Applications (No Type Date): US 99433524 A 19991103

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
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WO 200132279	A1	E	50 A63F-009/24	
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Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
CZ DE DK EE ES FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR
LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM
TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200113492	A		Based on patent WO 200132279
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TW 541477	A	G06F-017/60
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Abstract (Basic): WO 200132279 A1

NOVELTY - The **user profiles** of multiple **user 's** of a game system are stored by a network gaming system and allows one of the users to log onto the system. The **advertisement** of sponsored that relates to prize won by user in game, is displayed while the system is being used. On receiving the **user 's response**, the **user profile** is sent to the advertiser.

DETAILED DESCRIPTION - An INDEPENDENT CLAIM is also included for advertising feedback providing program.

USE - For reporting interest in sponsor advertise using gaming system connected in networks such as internet.

ADVANTAGE - System enables the provider of network system to focus advertising towards particular **users** and report their **responses** to particular **advertisements**. The sponsors' **advertisements** to particular user market segments are effectively determined. Timed display of **advertisements** optimize the effectiveness of **advertisements** towards the users.

DESCRIPTION OF DRAWING(S) - The figure shows the general functional diagram of prize redemption system.

pp; 50 DwgNo 3/14

Title Terms: ADVERTISE; FEEDBACK; METHOD; NETWORK; GAME; SYSTEM; DISPLAY;
ADVERTISE; SYSTEM; SEND; USER; PROFILE; USER; RESPOND

Derwent Class: P36; P85; T01; W02; W04; W05

International Patent Class (Main): A63F-009/24; **G06F-017/60**

International Patent Class (Additional): A63F-003/00; G09F-023/14;

H04N-007/00

File Segment: EPI; EngPI

21/5/16 (Item 11 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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014012619

WPI Acc No: 2001-496833/200154

XRPX Acc No: N01-368149

Unknown user demographic profile generating method for Internet applications, involves combining recorded computer activity of user with computer demographic score of digital processor

Patent Assignee: ENGAGE TECHNOLOGIES (ENGA-N)

Inventor: JAYE D B

Number of Countries: 093 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200154480	A2	20010802	WO 2001US3214	A	20010131	200154 B
AU 200138002	A	20010807	AU 200138002	A	20010131	200174

Priority Applications (No Type Date): US 2000494412 A 20000131

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200154480	A2	E	44	G06F-000/00	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CR CU CZ DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE
KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO
RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZW

AU 200138002	A			G06F-000/00	Based on patent WO 200154480
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Abstract (Basic): WO 200154480 A2

NOVELTY - Computer activity of the unknown **user** is recorded in **response** to the information provided to the user by a digital processor. The recorded computer activity of the user is combined with a computer demographic score of the digital processor to generate the demographic **profile** of the **user**.

DETAILED DESCRIPTION - The computer demographic score is based on demographic information obtained from known users. An INDEPENDENT CLAIM is also included for computer program for providing **user** demographic **profile**.

USE - For collecting demographic **profile** of **user** to provide **advertisement** regarding suitable products or services, etc. The collected demographic profile can also be used for determining the success of a website for attracting **users** of selected **profile**.

ADVANTAGE - Generates accurate **user** **profile** information, without having to provide user identity information such as name, address, etc.

pp; 44 DwgNo 0/9

Title Terms: UNKNOWN; USER; PROFILE; GENERATE; METHOD; APPLY; COMBINATION;
RECORD; COMPUTER; ACTIVE; USER; COMPUTER; SCORE; DIGITAL; PROCESSOR

Derwent Class: T01

International Patent Class (Main): G06F-000/00

File Segment: EPI

21/5/19 (Item 14 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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013923701

WPI Acc No: 2001-407914/200143

XRPX Acc No: N01-301836

Method of displaying data such as advertisements supplied over a network arranges successive data items on a display so as to provide a logical and user-friendly display

Patent Assignee: BLUESTREAK.COM (BLUE-N)

Inventor: CROY J C; MUIR A R; PICARD E M

Number of Countries: 094 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200127800	A2	20010419	WO 2000US28409	A	20001013	200143 B
AU 200110844	A	20010423	AU 200110844	A	20001013	200147
EP 1224567	A2	20020724	EP 2000972144	A	20001013	200256
			WO 2000US28409	A	20001013	

Priority Applications (No Type Date): US 99416778 A 19991013

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 200127800 A2 E 72 G06F-017/00

Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA
CH CN CR CU CZ DE DK DM DZ EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP
KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT
RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TZ UG ZW

AU 200110844 A G06F-017/00 Based on patent WO 200127800

EP 1224567 A2 E G06F-017/00 Based on patent WO 200127800

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT
LI LT LU LV MC MK NL PT RO SE SI

Abstract (Basic): WO 200127800 A2

NOVELTY - A user may obtain data from The Internet. Multiple displays are placed on a display screen with later displays being positioned having regard to existing displays. A server has sets which respond to requests for components of information and a locator locates the component displays in **response** to **user** input. Advertising can be targeted to **users** using a transmission **profile** which is constructed for each user to show the characteristics of the information requested and used by that **user**. The **profile** is used to select the **advertisement** display to deliver to that user.

DETAILED DESCRIPTION - INDEPENDENT CLAIMS are included for

- (a) a business method for marketing advertising on The Internet
- (b) a method for displaying advertising on The Internet
- (c) a method of targeting information delivery to a user of a network
- (d) a network
- (e) and a means for transferring a set of visual material over a network.

USE - Accessing The Internet.

ADVANTAGE - Customized and user friendly display of information and advertising.

pp; 72 DwgNo 0/11

Title Terms: METHOD; DISPLAY; DATA; ADVERTISE; SUPPLY; NETWORK; ARRANGE;

SUCCESSION; DATA; ITEM; DISPLAY; SO; LOGIC; USER; FRIEND; DISPLAY

Derwent Class: T01

International Patent Class (Main): **G06F-017/00**
File Segment: EPI

21/5/22 (Item 17 from file: 350)
DIALOG(R)File 350:Derwent WPIX
(c) 2006 The Thomson Corp. All rts. reserv.

011935627 **Image available**

WPI Acc No: 1998-352537/199831

XRPX Acc No: N98-275663

Advertisement information transmission system using personal computer
connected in internet, large scale LAN - displays information read out by
read out unit in response to attribute matched by searching unit, to
corresponding user

Patent Assignee: IMAMURA S (IMAM-I)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 10134080	A	19980522	JP 96305522	A	19961101	199831 B

Priority Applications (No Type Date): JP 96305522 A 19961101

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
JP 10134080	A	9	G06F-017/30	

Abstract (Basic): JP 10134080 A

The system includes a pair of **user profile** registration unit that registers user's taste attribute and dislike attribute (1a,1b) respectively. A **user profile** memory (2) stores the registered **user profiles**. A pair of information transmission profile registration unit (3a,3b) registers the information and attribute classification index. An information transmission profile memory (4) stores the information transmission profiles. A searching unit (5) matches each attribute in attribute classification index with each attribute of the **user profile** which are stored in respective memory units.

A pair of read out units (6a,6b) reads out the contents in the information transmission profile which has attribute classification index matched by the searching unit either from the information transmission **profile** memory or user **profile** memory. A **user** is corresponded in response to **user profile** matched by the search unit and the information presentation unit (7a,7b) displays the read out information.

USE - In wireless communication and radio broadcasting.

ADVANTAGE - Facilitates information transmission within short time. Facilitates display of lot of information to many users and unspecified users.

Dwg.1/6

Title Terms: ADVERTISE; INFORMATION; TRANSMISSION; SYSTEM; PERSON; COMPUTER
; CONNECT; SCALE; LAN; DISPLAY; INFORMATION; READ; READ; UNIT; RESPOND;
ATTRIBUTE; MATCH; SEARCH; UNIT; CORRESPOND; USER

Derwent Class: T01

International Patent Class (Main): G06F-017/30

International Patent Class (Additional): G06F-013/00

File Segment: EPI

21/5/23 (Item 18 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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011573615 **Image available**

WPI Acc No: 1997-550096/199750

XRPX Acc No: N97-458647

Computer apparatus for network formed from digital processors coupled to communication channel - has agate information presented to network user , and user responses recorded and psychographically analysed to customise displays

Patent Assignee: BE FREE INC (BEFR-N); FREEDOM OF INFORMATION INC (FREE-N)

Inventor: GERACE A; GERACE T A

Number of Countries: 021 Number of Patents: 007

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9741673	A2	19971106	WO 97US6767	A	19970422	199750 B
US 5848396	A	19981208	US 96634900	A	19960426	199905
EP 895685	A2	19990210	EP 97922404	A	19970422	199911
			WO 97US6767	A	19970422	
US 5991735	A	19991123	US 96634900	A	19960426	200002
			US 98132277	A	19980811	
EP 895685	B1	20050622	EP 97922404	A	19970422	200541
			WO 97US6767	A	19970422	
DE 69733606	E	20050728	DE 97633606	A	19970422	200551
			EP 97922404	A	19970422	
			WO 97US6767	A	19970422	
DE 69733606	T2	20060511	DE 97633606	A	19970422	200635
			EP 97922404	A	19970422	
			WO 97US6767	A	19970422	

Priority Applications (No Type Date): US 96634900 A 19960426; US 98132277 A 19980811

Cited Patents: No-SR.Pub

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 9741673	A2	E	86	H04L-029/06	
					Designated States (National): CA IL
					Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LU MC NL PT SE
US 5848396	A			G06F-019/00	
EP 895685	A2	E		H04L-029/06	Based on patent WO 9741673
					Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE
US 5991735	A			G06F-019/00	Cont of application US 96634900
					Cont of patent US 5848396
EP 895685	B1	E		H04L-029/06	Based on patent WO 9741673
					Designated States (Regional): AT BE CH DE DK ES FI FR GB GR IE IT LI LU MC NL PT SE
DE 69733606	E			H04L-029/06	Based on patent EP 895685
					Based on patent WO 9741673
DE 69733606	T2			H04L-029/06	Based on patent EP 895685
					Based on patent WO 9741673

Abstract (Basic): WO 9741673 A

The communications system has the users linked to a network, such as the Internet. When a user initially logs onto the system a unique identification is created, and the user is presented with agate information options. The **user responses** , both initially and in subsequent visits, are recorded and assembled (71). These responses are analysed psychographically to identify the **user preferences** , and

build a **profile** of the **user** (73).

A program controller receives several **advertisements** (75), and selects and customises these for presentation to selected users. The process is iterative in that **users' reactions** to the **advertisements** are recorded and used to refine the profile.

ADVANTAGE - Allows **advertisements** to be selected and customised to suit users based on their history of viewing habits.

Dwg.2/5

Title Terms: COMPUTER; APPARATUS; NETWORK; FORMING; DIGITAL; PROCESSOR;
COUPLE; COMMUNICATE; CHANNEL; AGATE; INFORMATION; PRESENT; NETWORK; USER;
USER; RESPOND; RECORD; ANALYSE; DISPLAY

Derwent Class: T01; W01

International Patent Class (Main): **G06F-019/00** ; H04L-029/06

International Patent Class (Additional): **G06F-017/30**

File Segment: EPI

21/5/24 (Item 19 from file: 350)
DIALOG(R)File 350:Derwent WPIX
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011407705

WPI Acc No: 1997-385612/199735

XRPX Acc No: N97-320990

**Automated collaborative filtering for selective World Wide Web
advertising - using characteristics of user's activities in interactive
medium to assign them to community of people of similar likes and then
display advert determined to be of interest**

Patent Assignee: ROBINSON G B (ROBI-I); ATHENIUM LLC (ATHE-N)

Inventor: ROBINSON G B

Number of Countries: 074 Number of Patents: 003

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9726729	A2	19970724	WO 96US20429	A	19961226	199735 B
AU 9715665	A	19970811	AU 9715665	A	19961226	199747
US 5918014	A	19990629	US 959286	A	19951227	199932
			US 9612517	A	19960229	
			US 96774180	A	19961226	

Priority Applications (No Type Date): US 9612517 P 19960229; US 959286 P
19951227; US 96774180 A 19961226

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 9726729	A2	E	26	H04L-000/00	
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Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
CZ DE DK EE ES FI GB GE HU IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK TJ TM TR TT UA UG US
UZ VN

Designated States (Regional): AT BE CH DE DK EA ES FI FR GB GR IE IT KE
LS LU MC MW NL OA PT SD SE SZ UG

AU 9715665	A			H04L-029/00	Based on patent WO 9726729
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US 5918014	A			G06F-015/163	Provisional application US 959286 Provisional application US 9612517
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Abstract (Basic): WO 9726729 A

The World Wide Web allows **advertisements** to be presented to users and also collection of information about users. The **advertisements** selected by users and the time they observe the material can be traced along with other information supplied by the user. The data can be analysed to identify communities of **user** that **respond** in similar manner to certain types of **advertisements**.

This knowledge can then be used with Smart Ad Boxes to show only adverts related to his or her particular consumer community. The data can also be collected within the user's own browser software so that selections are within the user control and do not breach privacy concerns.

USE/ADVANTAGE - Provides intelligent and selective presentation of advertising material by identifying **user**'s **interests**. Can be combined with systems using age, gender, Internet domain etc.

Dwg.0/0

Title Terms: AUTOMATIC; FILTER; SELECT; WORLD; WIDE; WEB; ADVERTISE;
CHARACTERISTIC; USER; ACTIVE; INTERACT; MEDIUM; ASSIGN; COMMUNAL; PEOPLE;
SIMILAR; DISPLAY; DETERMINE; INTEREST

Derwent Class: T01

International Patent Class (Main): G06F-015/163 ; H04L-000/00; H04L-029/00

International Patent Class (Additional): G06F-015/00 ; G06F-017/30

File Segment: EPI

File 2:INSPEC 1898-2006/Jun W2
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File 6:NTIS 1964-2006/Jun W2
(c) 2006 NTIS, Intl Cpyrght All Rights Res
File 8:Ei Compendex(R) 1970-2006/Jun W2
(c) 2006 Elsevier Eng. Info. Inc.
File 23:CSA Technology Research Database 1963-2006/Jun
(c) 2006 CSA.
File 34:SciSearch(R) Cited Ref Sci 1990-2006/Jun W3
(c) 2006 Inst for Sci Info
File 35:Dissertation Abs Online 1861-2006/Jun
(c) 2006 ProQuest Info&Learning
File 65:Inside Conferences 1993-2006/Jun 21
(c) 2006 BLDSC all rts. reserv.
File 94:JICST-EPlus 1985-2006/Mar W3
(c)2006 Japan Science and Tech Corp(JST)
File 95:TEME-Technology & Management 1989-2006/Jun W3
(c) 2006 FIZ TECHNIK
File 99:Wilson Appl. Sci & Tech Abs 1983-2006/May
(c) 2006 The HW Wilson Co.
File 111:TGG Natl.Newspaper Index(SM) 1979-2006/Jun 12
(c) 2006 The Gale Group
File 144:Pascal 1973-2006/May W4
(c) 2006 INIST/CNRS
File 239:Mathsci 1940-2006/Aug
(c) 2006 American Mathematical Society
File 256:TecInfoSource 82-2006/Aug
(c) 2006 Info.Sources Inc
File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec
(c) 1998 Inst for Sci Info

Set	Items	Description
S1	903110	DATABASE? ? OR DATABANK? ? OR DATASTORE? ? OR DATA() (BASE? ? OR BANK? ? OR STORE? ? OR WAREHOUSE? ?)
S2	2324840	CONTENT? ? OR STIMULI OR STIMULUS
S3	145605	ADVERTISEMENT? ? OR ADVERTIS??? OR ADVERTIZ??? OR ADVERTIZ-EMENT? ? OR BANNER? ?
S4	79040	RULEBASE OR RULEBASE OR RULE? ?(3N) (BASE? ? OR BANK? ? OR ENGINE? ?) OR S1(3N)RULES
S5	40863	(USER? ? OR INDIVIDUAL? ? OR PERSON? ?) (3N) (REACTION? ? OR REACT?? OR REACTING OR RESPONSE? ? OR RESPOND? ? OR RESPONDING)
S6	437000	HEARTRATE? ? OR HEARTBEAT? ? OR HEART() (RATE? ? OR BEAT? ?) OR SWEAT??? OR PERSPIR??? OR PERSPIRATION OR BLOOD() PRESSURE OR EYE? ?(3N) (MOVE? ? OR MOVING OR MOVEMENT? ? OR TRACK?? OR -TRACKING)
S7	36693	(USER? ? OR INDIVIDUAL? ? OR PERSON? ?) (3N) (PROFILE? ? OR -PROFILING OR PREFERENCE? ? OR INTEREST? ?)
S8	6471	S1(3N)S2:S3
S9	33	S4(5N)S5:S6
S10	21	RD (unique items)
S11	19	S10 NOT PY=2002:2006
S12	0	S8 AND S5:S6 AND S7
S13	33	S8 AND S5:S6
S14	33	S13 NOT S10
S15	24	S14 NOT PY=2002:2006
S16	119	S3 AND S5
S17	2	S16 AND S7
S18	352	S3 AND S5:S6
S19	3	S18 AND S7
S20	11	S18 AND (S1 OR S4)

S21	14	S19:S20
S22	13	RD (unique items)
S23	12	S22 NOT (S11 OR S15)
S24	10	S23 NOT PY=2002:2006